

**JACK
SHERWOOD**



2024 SPONSORSHIP GUIDE



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MARKETING

The F4 British Championship is well-positioned on the ever-popular 'TOCA package', supporting the British Touring Car Championship across the United Kingdom, with the numbers of fans trackside rivalling some of the nation's most popular football teams. Its position on the bill ensures live ITV4 coverage of at least one race every weekend, with broadcasts reaching some 16 million viewers in the United Kingdom alone. In 2022, several meetings enjoyed live broadcasts on ITV1, further boosting viewership.

In addition, Jack has partnered with motorsport marketing agency Torque to promote his activity to the wider motorsport and non-motorsport media, helping to introduce himself to the world in an engaging and professional manner.

The championship also has its own on-site hospitality unit, for the use of drivers, sponsors, teams, and valued guests, which is the perfect place to relax or conduct business in private.

**RACES BROADCAST
LIVE ON ITV & ITV4**

**MOTORSPORT UK
RACE HIGHLIGHT
PROGRAMMES:**

30

**TRACKSIDE
ATTENDANCE:**

384,800

**2024 RACE
WEEKENDS:**

10







HOW TO BUILD YOUR SPONSORSHIP PROGRAMME



STEP 1). Choose your business goal

STEP 2). Structure your activation plan

STEP 3). Choose your level of investment



We've laid out a three step process to help you decide what the best level of investment is to suit your budget and business goals. Each package is a suggestion of a business goal, means of activation, and indicative pricing. However, a bespoke package can be created to best match your requirements and we can help you define ROI metrics to measure success.

WHAT ARE YOUR BUSINESS GOALS?

Raise Brand Awareness

1 Sponsorship in, or an association with sports is an ideal way to build awareness of your brand, product, or company. With prominent on car branding you will reach a large audience of race fans, both in person and online.

ACTIVATION METHODS

Show Car

Having Jack's race car at a trade show, retail premises, office locations or conferences can act as a big draw for customers and attendees, and is a way to bring everyone closer to the action.

Social Media Takeover

A great opportunity to engage consumers is through a social media takeover. Posting to your company's social accounts, Jack can provide behind the scenes insights and highly engaging content for your followers.

Branding

The most obvious element of sponsoring a race car is branding. This can include logos not only on the car but also on the driver's race suit and helmet, garage boarding, as well as websites, press releases and social media posts.

PR

Generating engaging content for press releases, website news and editorial opportunities, both internally and externally, across local and national media outlets.

COSTS

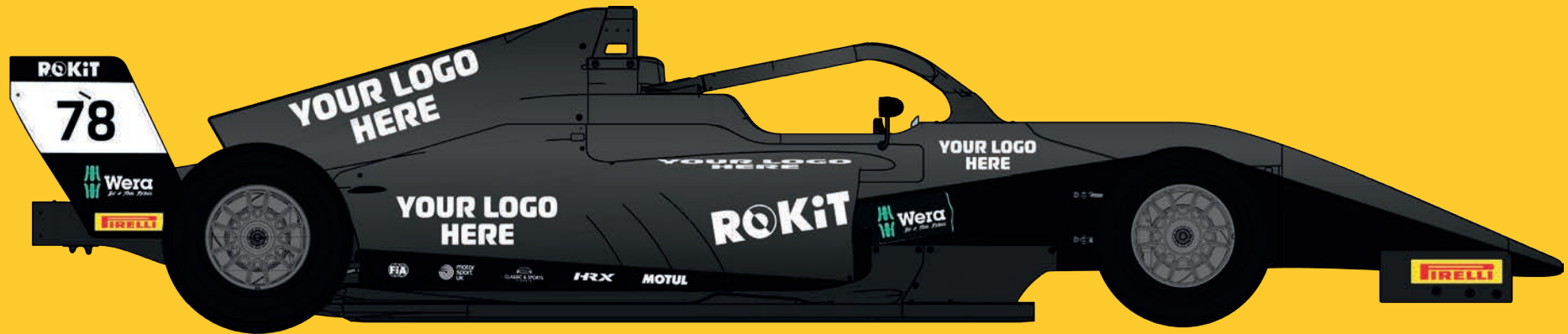
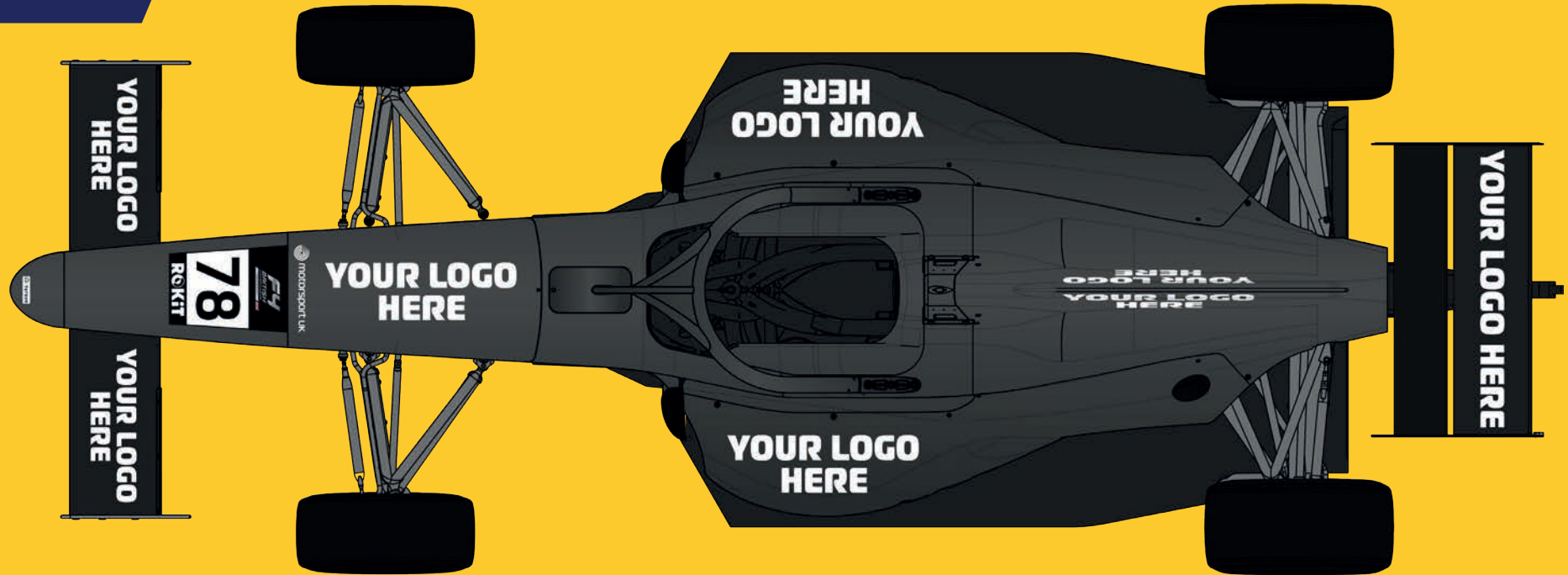
TITLE PARTNER - £200,000

- Full branding on car and input into livery design
- Large logo on race suit
- Logo on boarding in team awning
- 20 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics
- 2 days use of race car at events

N.B. Other elements of the activation toolkit can be used to create a bespoke package.

BRANDING OPPORTUNITIES





Differentiate your brand



Sponsorship can help differentiate your brand from your rivals, utilising motorsport's unique brand attributes. These could include teamwork, coping with pressure, or working with cutting edge technology. Tell your own compelling story of how your brand and motorsport sit together and separate yourself from the competition.

Image transfer

Motorsport stands for many things; speed, precision, advanced technology, teamwork, risk, reward and so on. By partnering in motorsport you can link to these attributes to enhance the perception of your brand.

Product Endorsement

Product endorsement campaigns add a human face or a competitive context to promotional campaigns. The race car can also be used at trade shows, conferences and other events.

Branding

The most obvious element of sponsoring a race car is branding. This can include logos not only on the car but also on the driver's race suit and helmet, garage boarding, as well as websites, press releases and social media posts.

PR

Generated engaging content for press releases, website news and editorial opportunities, both internally and externally, across local and national media outlets.

COSTS

PRIMARY PARTNER - £100,000

- Prominent branding on car (not on engine cover or sidepods)
- Logo on race suit (excludes leg and chest area)
- Logo on boarding in team awning
- 15 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics
- 2 days use of race car at events

N.B. Other elements of the activation toolkit can be used to create a bespoke package.

Building relationships and networking

B

Networking away from formal business environments can be beneficial to building long term relationships. Being behind the scenes in motorsport provides the ideal environment for these relationships to flourish. This can be with brands and individuals already present in the paddock or specially invited guests along for an enjoyable day out while you explore possible partnerships.



ACTIVATION METHODS

Sales Promotions

Brands can build promotions around the race weekends, offering competitions, product samples, and personal appearances by drivers to drive sales and retail traffic.

Networking

Motorsport presents a great environment to network with other sponsors and invite potential customers to enjoy the first class hospitality, allowing you the chance to build relationships in an unpressurised environment.



COSTS

HOSPITALITY PARTNER - £35,000 - £50,000

- Branding on car (areas include nose cone, chassis sides and wing mirrors)
- Logo on race suit (excludes leg, stomach and chest area)
- Logo on boarding in team awning
- 10 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.

Bring your employees closer together

Your employees may know about your sponsorship activities, or perhaps they pay little attention at all. However, the act of keeping staff informed, interested, and included in this is an oft neglected aspect of sponsorship, despite research showing that when employees feel engaged in their firms' advertising, they increase their own focus and desire to meet customers' needs. Sport sponsorship works in tandem with corporate identity, showcasing how individuals work to become their best or by working as part of a team, focused on positive outcomes.

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Motivate and recruit staff

Drive staff engagement as they support 'their' driver or use Jack at events to talk to staff and motivate them with the story of his journey. Sponsorship can also aid recruitment by providing an exciting shop window.

Hospitality

Show your appreciation for employees through reward programmes or prize giveaways and invite them to the track for an access all areas pass. They can enjoy privileged access and feel valued by the company.

COSTS

KEY PARTNER - £20,000 - £50,000

- Small branding on car (areas include nose cone, chassis sides or wing mirrors)
- Logo on arm of race suit
- Logo on boarding in team awning
- 50 entry tickets to use throughout the season
- 20 hospitality tickets
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.



5

Showcase your products/services

There are several ways in which you can utilise a relationship with Jack to showcase your brands' products and/or services. This could include having Jack himself act as a brand ambassador for your brand.

Alternatively, motorsport is an ideal place to show how your product or service works in a high pressure, results driven environment. What could be a more compelling story than helping to win races?

ACTIVATION METHODS

Case study development

Showcase your products and services being used in the competitive environment of motor sport to highlight their key attributes, leveraging an important advocate in the sales process.

Product Endorsement

Product endorsement campaigns add a human face or a competitive context to promotional campaigns. The race car can also be used at trade shows, conferences and other events.

COSTS

ASSOCIATE PARTNER - £10,000 - £25,000

Branded Content

We can integrate your brand into key social media posts in the build up to and during the race weekends, providing clear branding of relevant and timely social media posts.

- Logo on arm of race suit
- Logo on boarding in team awning
- 5 entry and hospitality tickets to use throughout the season
- Logo carried on press and PR material
- Regular mentions on social media and logo carried on graphics

N.B. Other elements of the activation toolkit can be used to create a bespoke package.



ABOUT JACK

Jack Sherwood is a talented young driver from Leicestershire, in England. Coming from a racing family, with his father, Justin, a talented single seater racer in the late 1990s-early 2000s and a multiple Porsche Carrera Cup GB champion in the second stage of his career.

As a result of this, it seemed inevitable Jack would follow in his footsteps, starting karting as a 12-year-old. He moved into car racing in 2021, competing in the Ginetta Junior Championship and followed up with the Ginetta Junior Winter Series.

In 2022, he made his single seater debut in the newly launched GB4 Championship. Improving continuously throughout the season, he scored two race wins and racked up nine total podiums, as well as adding the final four rounds of the F4 British Championship with Chris Dittmann Racing, where he scored three top ten finishes.

Returning to Chris Dittmann Racing in 2023, the teenager completed his first full season in the competitive F4 British Championship, scoring three podiums and seven further top ten finishes, before trying his hand at the GB3 Championship at Spa-Francorchamps with the team.

With a full season of development and improvement under his belt, Jack is an exciting championship prospect for 2024.

CAREER HIGHLIGHTS

2023:

F4 British Championship – three podiums
GB3 Championship – One weekend at Zandvoort

2022:

F4 British Championship
GB4 Championship – two victories, nine total podiums

2021:

Ginetta Junior Championship
Ginetta Junior Winter Series – winner of Hard Charger Award

2017 - 2020:

Karting

2023 RESULTS



Podiums



Top ten finishes



THE CHAMPIONSHIP

The F4 British Championship, certified by FIA, is the first step for aspiring young drivers making the transition from karting into single seaters. The series entered an exciting new phase in 2022 with the second generation Tatuus T-421 chassis – featuring the all-important halo safety feature – and Abarth engines.

Heading into this new era, British F4 will continue to be the premier UK single-seater series for drivers looking to progress their careers with ambitions to follow in the footsteps of former champion Lando Norris and reach the pinnacle of the sport – Formula 1.

As the championship is certified by the FIA, 12 Super Licence points will be awarded to the overall champion to aid their progression through the single seater ranks.

The governing body of UK motorsport will continue to ensure British F4 offers real prospects for progression of young talent into the international scene and the championship's 30 races, held over ten rounds, will continue to be showcased on the high-profile support package of the British Touring Car Championship, which features live free-to-air TV coverage.

Friday testing:
2 x 40 minutes

Qualifying length:
20 minutes

Race length:
20 minutes

Races per weekend:
Three





Welcome to Brands Hatch

2024 CALENDAR



RACE DATES:

- 27/28 April - Donington Park (Nat.)
- 11/12 May - Brands Hatch (Indy)
- 25/26 May - Snetterton (300)
- 08/09 June - Thruxton
- 15/16 June - Silverstone (GP)
- 13/14 July - Zandvoort
- 10/11 August - Knockhill
- 24/25 August - Donington Park (GP)
- 21/22 September - Silverstone (Nat.)
- 05/06 October - Brands Hatch (GP)



Oulton Park

CONTACT

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